

Date: 9-Oct-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: Smith  
  
Week of: 10/1 - 10/7  
  
Contract Number: 332839 - HL 6332185

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
12	8-10P Mon	:30	\$3,500	5	1	\$3,000	\$500
15	10-11A Mon	:30	\$250	5	1	\$225	\$25

**TOTAL REBATE (Gross) \$525**  
**(Net) \$446.25**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency SRCP  
Client Pol/Tom Smith  
Campaign/Title Senate

Write-up Date 10/9/12  
Requested By J. Tavoletti  
Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_  
Sales Person Error \_\_\_\_\_  
Billing Error \_\_\_\_\_  
Traffic Error \_\_\_\_\_  
Separation/Scheduling Problem \_\_\_\_\_  
Late Run \_\_\_\_\_  
Other ☒ \_\_\_\_\_

**Reference:**

Invoice No. \_\_\_\_\_  
Invoice Date \_\_\_\_\_  
Contract No. 332839

Explanation of Adjustments by Requestor: LVL

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 525.00 Debited: \$ \_\_\_\_\_  
NET Amount to be Credited: \$ 446.25 Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
2. Local/National Sales Manager: J. Tavoletti Approved ☒ Date 10/9/12
3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
- General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

## Contract # 332839

**Schedule Dates** 09/25/12-10/01/12  
**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Potholm (2056)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** VONDERHEID, BETSY  
**Phone/Fax** /  
**CPE** 11/15/288  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 9/25  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 09/24/12  
**Last Modified** 09/24/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06332185  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,152.50  
**Net Total** \$29,197.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Sep. 2012 37 \$27,075.00  
Oct. 2012 7 \$7,275.00  
**Grand Total:** 44 \$34,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	10A- Ellen	1		1	1	1	1			4	\$250.00	\$1,000.00	Pittsburgh (WPXI)	ELLEN/1	9/24/12
2.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/2	9/24/12
3.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	NOON NEWS/3	9/24/12
4.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	4P- Judge Judy 4p	3		X	X	X	X			3	\$300.00	\$900.00	Pittsburgh (WPXI)	JUDGE JUDY 4P/4	9/24/12
5.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5P- 5:30P (EST)	4		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 5-530P/5	9/24/12
6.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:58P- Channel 11 News At 6pm M-F	4		1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/6	9/24/12
7.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:59A- Channel 11 News 6am	4		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/7	9/24/12
8.0	Normal Line / Spot	09/25/12-09/27/12	5	:30	6:59P- Jeopardy	3		1	1	1				3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7-730P/8	9/24/12
9.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	7A- 8A (EST)	4		1	1	1	1			4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TODAY 7-8A/9	9/24/12
10.0	Normal Line / Spot	09/25/12-09/27/12	5	:30	7:30P- WHEEL OF FORTUNE	2		X	X	X				2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	WHEEL 730P/10	9/24/12
11.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	9A- Today Show 9a	4		1	1	1	1			4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	TODAY 9-10A/11	9/24/12
12.0	Normal Line / Prime	10/01/12-10/01/12	5	:30	7:57P- The Voice 8-10P	1								1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	VOICE 8-10P/12	9/24/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00		Pittsburgh (WPXI)	SAT NEWS 8-1030A/13	9/24/12
14.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)								1	1	\$275.00		Pittsburgh (WPXI)	SUN NEWS 8A-10A/14	9/24/12
15.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A- Ellen								1	1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/15	9/24/12
16.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5P- 5:30P (EST)								1	1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/16	9/24/12
17.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	6P- 6:30P (EST)								1	1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/17	9/24/12
18.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5:59A- Channel 11 News 6am								1	1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/18	9/24/12
19.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	7A- 8A (EST)								1	1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/19	9/24/12
20.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	9A- Today Show 9a								1	1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/20	9/24/12

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Date:

Accepted Station:

Date:

Comments:

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